



# Best of British *checklist* ✓

**BUYING BRITISH MEANS SUPPORTING THE DOMESTIC ECONOMY – BUT IT DOESN'T MEAN COMPROMISE. HERE'S AN ARRAY OF PRODUCTS TO MAKE EVERY BRITON'S BOSOM SWELL WITH PRIDE**

*(Eventual title will be chosen by the MailOnline on basis of SEO score to drive highest traffic, engagement and searchability)*



## PUBLISHED WITH MailOnline ON 5 MAY 2023

Best of British Checklist is a native feature of 10 sponsored articles published on the MailOnline homepage. It initially appears on the first 10 articles of the sidebar **1** and is guaranteed a minimum of 200,000 views - the advertorial content is hosted perpetually on the popular Femail section and includes individual links for the benefit of all 10 advertising partners.

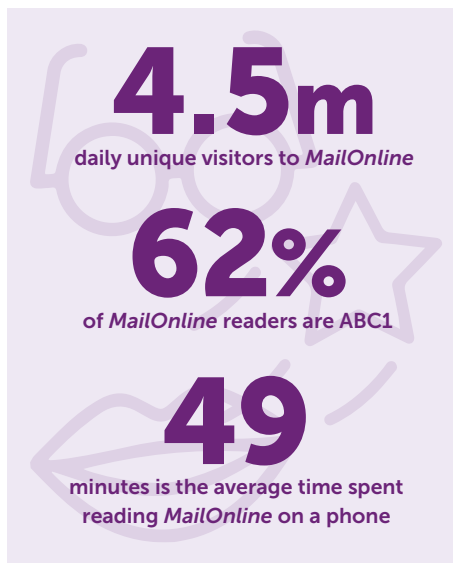
MailOnline is the world's largest English-speaking newspaper website, with more than 160m unique browsers around the world. The Femail page of MailOnline boasts a young, affluent readership, with 69% aged between 15-44 and 73% who are ABC1. The Best of British Checklist serves as an essential guide for readers looking to invest in British products and memorabilia to commemorate the King's Coronation.

The Best of British Checklist showcases a high-quality selection of quintessentially British and Coronation themed products and services, including food & drink, fashion, travel, attractions and limited edition memorabilia.

Hosted on the Femail page of the MailOnline, Best of British Checklist is the perfect shop window for brands and organisations to benefit from an affluent audience at a time of national celebration.

### PARTICULARLY CONSIDERING

- 30% of readers agree with the statement 'News on food influences my dietary habits'
- 6/10 readers like to try out new food recipes
- 35% of all website traffic comes direct to the Femail channel



### SPONSORED ARTICLE EXAMPLE

**The Royal Mint**

The Royal Mint will hold their first independent consignment auction. In the year that Her Majesty The Queen marks her Platinum Jubilee, they are celebrating great leaders from across the world and British monarchs that have made coinage collectable. With more than 1,100 years of experience, you can trust them to authenticate, value and sell a coin or collection on your behalf.

If you have a coin or coins you are looking to sell, an auction can often be the best way to find the right buyer. The Royal Mint's regular auctions provide a great opportunity to offer your coins to a large buying audience. Selling in a Royal Mint auction can help make sure you get a fair price for your coins while being confident they are going to a good new home. Get in touch with their experienced auction team today to see how easy consigning to The Royal Mint auctions is.

Click [here](#) to get started.

**CLICK HERE TO SEE A LIVE FEATURE**

### RATE CARD

**Native package £15,000**

200k article views **2** + circa 60,000 banner impressions respectively across:

x1 MPU **3**, x1 billboard **4**, x1 skyscraper **5**, x1 mobile banner **6**

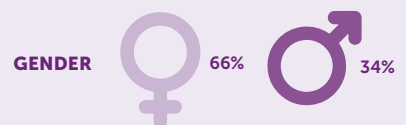
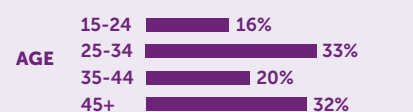
**Video upgrade £1,000**

**Competition Upgrade £1,000**

### DISTRIBUTION

- Promoted on the sidebar of the MailOnline homepage and hosted on the Femail section perpetually. Available nationwide.
- Minimum 200,000 article views guaranteed.
- 1000x extra guaranteed clicks delivered from additional ROS banners.

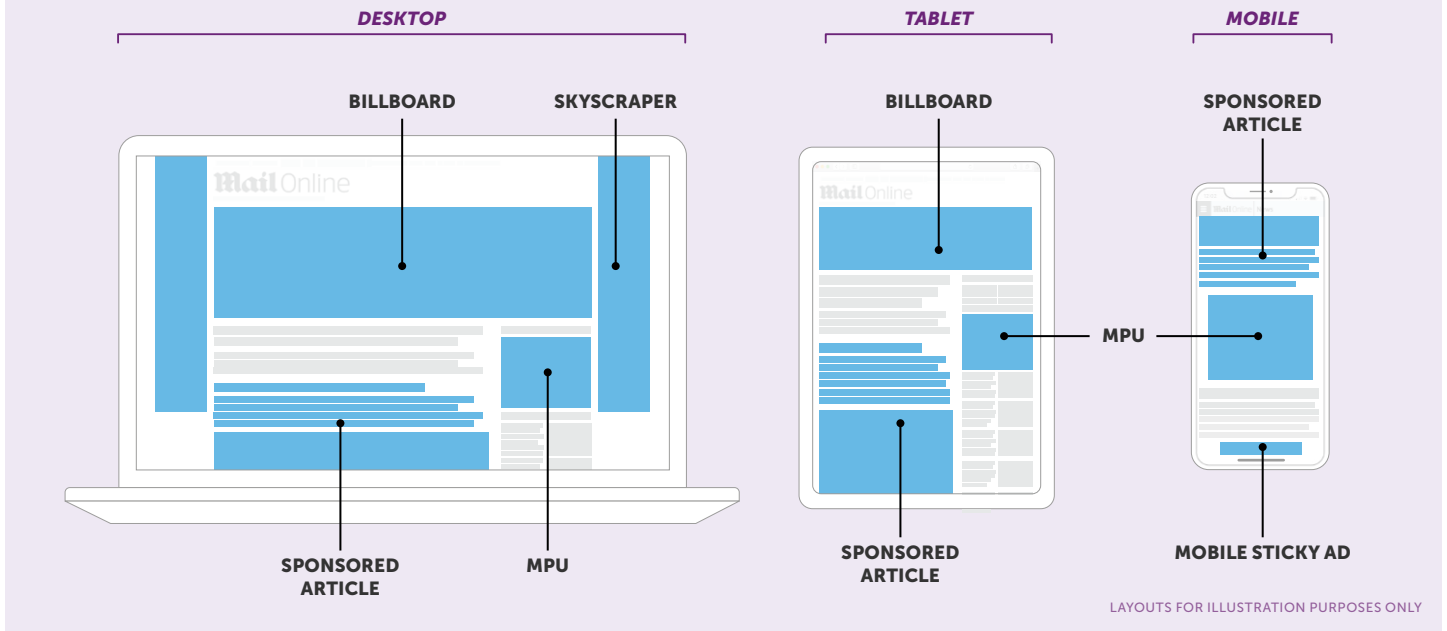
### DEMOGRAPHICS



\*Femail section readership

**CLICK HERE TO SEE THE COMPETITION MEDIA PACK**

# ADVERTISING POSITIONS



## SPONSORED ARTICLE SPECS

### COPY SPECIFICATION

- **Brief:** A brief will be supplied for the client to fill out
- **Headline of article:** Written by MailOnline
- **Article word count:** 150 words

### IMAGE SPECIFICATION

- **Image size:** 1000px (w) x 667px (h)
- **Image caption:** Written by MailOnline
- **Format:** RGB JPEG or PNG
- **Resolution:** 72 dpi

Images should be high quality lifestyle photographs promoting your product or service. In case of a video upgrade, that should be supplied as an MP4 file (16:9 ratio, 30" recommended length).

## DISPLAY AD SPECS

### BILLBOARD

- Displays on desktop and tablet
- **Size:** 970px (w) x 250px (h)

### SKYSCRAPER

- Displays on desktop only
- **Size:** 120px (w) x 600px (h)

### MPU (MID PAGE UNIT)

- Displays on desktop, tablet and mobile
- **Size:** 300px (w) x 250px (h)

### MOBILE STICKY AD

- Displays on mobile only
- **Size:** 320px (w) x 50px (h)

## SUPPLYING CONTENT

**PLEASE NOTE:** The full content specification and artwork deadline will be given after booking.  
Your content can be emailed to [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

## CREATION, PROOFING & APPROVAL

### CREATION PROCESS

- After receiving your content, Hurst Media Company will review and forward to MailOnline.
- Copy for advertorial features will be subedited by MailOnline's editorial team to meet their house style.

### PROOFING & APPROVAL PROCESS

- Hurst Media Company will supply a proof to you.
- After sending a proof, we require either your corrections or your approval to publish the feature.
- If you have any copy changes, you have the option of two rounds of corrections before final approval is required.
- Please ensure any amendments are clear and concise.
- Approval is required within 72 hours, unless advised otherwise.

## TERMS & CONDITIONS

- Food & Drink Checklist is advertorial content compiled by The Checklist (Hurst Media Company Ltd) who takes sole responsibility for the content, but is published on MailOnline.
- All bookings are made subject to our Terms & Conditions of advertising, which are available [here](#).
- We reserve the right to convert images to meet the technical specification if they are not supplied as such.
- Image use and copy are subject to MailOnline's editorial discretion.
- Ads must adhere to the Advertising Standards Authority's (ASA) UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code), which can be read [here](#).

### CONTACT DETAILS

Hurst Media Company  
1 Phipp St, London,  
EC2A 4PS

Tel: 020 3478 6017

[hurstmediacompany.co.uk](http://hurstmediacompany.co.uk)  
Company number: 08357910  
VAT number: 161866882

### MEDIA SALES

Tel: 0203 478 6017 | [sales@hurstmediacompany.co.uk](mailto:sales@hurstmediacompany.co.uk)

### PRODUCTION DEPT.

Tel: 0203 770 4024 | [production@hurstmediacompany.co.uk](mailto:production@hurstmediacompany.co.uk)

